

### REMARKS

Applicants have amended Claim 11 to further differentiate Applicants' claimed invention from the cited prior art. Reconsideration of the application in response to the Examiner's Office Action is respectfully requested.

#### I. 35 U.S.C. §103

In the Office Action, the Examiner has rejected Claims 11-16 and 18 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Eller et al., U.S. Patent 7,038,637 in view of Hunter, U.S. Patent 6,424,998.

Applicants respectfully disagree. However, to further patently distinguish Applicants claimed invention from the cited prior art, Applicants have amended Claim 11. Claim 11 now claims:

An apparatus for a wireless electronic billboard commerce system comprised of:

a plurality of electronic billboards wherein each electronic billboard comprises:

a video display for showing a video stream;

a billboard computer adapted to process digital files to show on said video display as a video stream, said billboard computer is coupled to and controls said video display; and

a billboard antenna coupled to said billboard computer for transferring video data to said billboard computer;

a main computer, said main computer is connected to a global computer network;

a communication system comprised of a communication server and a transmission antenna, said communication server is connected to said main computer, said transmission antenna is connected to said communication server;

a registration system to allow a party to become a registered user of said wireless electronic billboard commerce system;

login system coupled to the registration system to allow registered users access to said wireless electronic billboard commerce system;

an account system coupled to said login system to allow the registered user to view and update financial activity, billboard purchases, contact information, and billing information;

a video advertisement stored as a digital file, said digital file is uploaded to said main computer through said global computer network, said main computer transfers said digital file to said communication system, said communication system transmits said digital file as a signal, said billboard antenna receives said signal, said billboard computer processes said signal, said billboard computer shows said signal on said video display as a video stream;

an ad creation system coupled to the login system for allowing said register user to create new video advertisements within said wireless electronic billboard commerce system to display on at least one of said plurality of electronic billboards; and

an access purchase system that provides a table of billboard information, said table of billboard information includes a listing of available locations, a listing of available time periods, and a listing of prices, said access purchase system searches a database to determine if said electronic billboard is available to display said advertisement at a requested location and a requested time.

Applicants wireless electronic billboard commerce system has an account system coupled to the login system to allow the registered user to view and update financial activity, billboard purchases, contact information, and billing information. Applicants' system further has an ad creation system coupled to the login system. The ad creation system allows users who are logged into the system to create new video advertisements within the system to display on at least one of said plurality of electronic billboards.

In contrast, neither Eller et al. nor any other reference cited by the Examiner disclose an account system coupled to the

login system to allow the registered user to view and update financial activity, billboard purchases, contact information, and billing information.

Applicants' system further has an ad creation system coupled to the login system. The ad creation system ad creation system coupled to the login system for allowing said register user to create new video advertisements within said wireless electronic billboard commerce system to display on at least one of said plurality of electronic billboards. The Examiner contends that Eller et al. discloses an ad creation system. However, Eller only discloses that a prepackaged software system may be used or that a user may download from the billboard provider (see column 3, lines 40-44). Nowhere does it disclose that the system has an ad creation system coupled to the login system that allows the register user to create new video advertisements within the wireless electronic billboard commerce system.

Applicants respectfully submit that the reasons stated above overcomes the Examiner's rejection under 35 U.S.C. § 103(a). Such action is earnestly solicited.

## II. Conclusion

Applicants respectfully submit that Applicant's claimed invention is deserving of patent protection because it describes a useful and functioning apparatus which is patentably distinguishable over the prior art.

In conclusion, Applicants respectfully submit that this Amendment Letter, including the amendments to the Claims, in view of the Remarks offered in conjunction therewith, are fully responsive to all aspects of the objections and rejections tendered by the Examiner in the Office Action. Applicants respectfully submit that he has persuasively demonstrated that the above-identified Patent Application, including Claims 11-16 and 18 are in condition for allowance. Such action is earnestly solicited.

If the foregoing does not place the case in condition for immediate allowance, the Examiner is respectfully requested to contact the undersigned for purposes of a telephone interview.

If there are any fees incurred by this Amendment Letter, please deduct them from our Deposit Account NO. 23-0830.

Respectfully submitted,



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